



LIBRARY BOARD MINUTES

November 10, 2010

BOARD PRESENT: Amir, Bailey, Brodsky, Bryant, Dickerson, Lewis, O., Neuman, Riccardi, Sheriff-Merchant, Watts

STAFF PRESENT: Parker Hamilton, Director; Michele Sellars, Public Services Administrator, Community Engagement and Outreach; Regina Holyfield-Jewett, Recording Secretary

GUESTS: Julie Gilbreath, Quince Orchard Library Advisory Committee (LAC)

The Library Board meeting was convened by Chair Brodsky at 7:00 p.m.

APPROVAL OF PREVIOUS MINUTES:

Minutes from the September 1, 2010 meeting were approved.

ANNOUNCEMENTS:

Added to the agenda: Brief discussion of 2010 Annual Meeting: Maryland Library Trustees and Citizens for Maryland Libraries.

LEAP AND SYSTEM-WIDE PROGRAMMING – MICHELE SELLARS, PUBLIC SERVICES ADMINISTRATOR (PSA), COMMUNITY ENGAGEMENT AND OUTREACH:

The System-wide Programming Project:

- Pilot Project funded by the Friends of the Library, Montgomery County, Inc.
- Funds a program series for all branches.
- Start Date: September 2009
- End Date: Phase One – August 2010
- Total Project Cost for Phase I = \$73,145

Project Highlights:

- Program Project was designed to fund programs across the system through the course of one year.
- Uses the Summer Reading program model for system-wide program planning and implementation.
- Branches collaborate in order to book performances that would travel from branch to branch.
- Each branch has input into the planning process.

The Plan in Action:

- One part-time substitute librarian was hired to work approximately 20 hours per week.
- Focus on scheduling programs for children, teens and adults,
- The substitute was responsible for screening, booking and paying performers to present at various branches throughout MCPL.
- Publicity for the programs was handled by the PSA for Community Engagement and Outreach.

System-wide programs in FY10 also included programs presented in partnership with other Montgomery County Organizations:

- Workforce Development Programs presented by Montgomery Works and the Jewish Social Service Agency.
 - Workshops on resume writing and interviewing skills
 - Applying for a federal job
- Chinese language classes presented in partnership with the University of Maryland, Confucius Institute.

Program Benefits:

- Programming Enhancement – Centralizes program booking for the Department.
- Ensures a dependable schedule of programming for all branches.
- Provides a programming circuit intended to showcase a diversity of programs.
- Relieves staff of a time consuming task at a time when the departmental focus must be on direct customer service.

Significant Short Term/Long Term Benefits:

- Diversity of Excellent Programs
- Relief for staff
- Lower performance costs
- Lower publicity costs

Evaluation - Benchmarking the Process:

- The Planning and Evaluation Coordinator collaborated with the PSA for Community Development to determine the relevant evaluation tools for the programs.
- In all programming categories, it was determined that the following factors should be reviewed to determine program relevance and the success of the project:
 - Number and variety of programs represented
 - Program attendance
 - Audience feedback and evaluation
 - Staff feedback and evaluation

Lessons Learned – Phase I

- A more detailed Work Action Plan and timeline for the completion of tasks was needed to ensure that the staff was informed about programs scheduled at their branch.
- We needed to expand the ways in which programs and events were marketed and publicized.
- More frequent communication with staff helped to identify issues or concerns in the early stages.
- Working more closely with branch staff to identify the best days/times for the program resulted in improved coordination of program scheduling and use of meeting rooms.
- More systematic way of tracking the completion of required paperwork was developed to ensure that all paperwork was submitted to Procurement in a more efficient and timely manner.

System-wide Programming: Linking Employers and Applicants Program:

- Three Components:

- Collection to include circulating books and a career database
- Instructional Workshops
- Use of computer labs at Rockville, Germantown and Long Branch to provide hands-on training and practice time
- Project will be Implemented in Phases
- Target Audience:
 - Job Loss Impacts
 - Re-entering Job Market
 - Re-careering Seniors
 - New Americans

Phase I:

- Target Start Date = November 2010
- Montgomery County Commission on Women will provide 2-3 trainers.
- Workshops will be placed in library locations mid-County and East-County.
 - Aspen Hill, Kensington Park, Long Branch, Marilyn Praisner, Silver Spring, Twinbrook, Wheaton, White Oak
 - Workshops will be offered on Saturday morning and one weekday.
- Computer and Job Training Workshops, Collection Materials and Online Database
 - Approximately \$40,000 for Computer and Job Training Workshops.
 - Approximately \$32,000 for Career and Skill Building Materials – 60 titles, 1500 copies (including an annual subscription to an online database).
- Workshops – Phase I:
 - Resume Writing
 - Interviewing Skills
 - Internet Job Search Strategies

Phase II – Areas for Consideration:

- Implementation of full range of computer based workshops
- Use libraries with existing computer lab and/or purchase laptops and all associated equipment/resources for a mobile computer lab at 1 -2 library locations.
- This may also involve costs associated with strengthening our Wi-Fi network support.
- Classes in Phase II to include:
 - Computer Basics
 - Introduction to Word Processing
 - Internet Basics and Internet Search Tools
 - Introduction to Spreadsheets/Powerpoint

Where We Are Now:

- Phase I initial classes and workshop locations identified:
 - Long Branch – Effective Strategies for the Internet Job Search
 - Marilyn J. Praisner and Kensington Park – Interviewing for Success
 - Marilyn J. Praisner, Twinbrook and White Oak – High Impact Resumes
- Identify and order titles for Career and Skill Building Collection – these items will be purchased for all branches.
- Create a tool for evaluating effectiveness of workshops.
- Based on public response to workshops and feedback from participants, review workshop locations/times and revise as needed.
- Determine feasibility of implementing mobile computer lab.

Question: What does the \$35k cover?

Answer: The \$35k covers the career materials that will be used for resume writing, interview skills, job searching, test preparation, etc. These items will be purchased through Collection

Management. Barbara Webb, Chief of Collection and Technology Management, is working with branches to identify these needs. These materials will be in the “Career” section of the branches.

Question: How are you planning to reach the target population?

Answer: The LEAP program will be promoted through press releases, flyers, etc. We are working with the Commission for Women who are sending the information out to their listservs and posting it on their website. This information will also be posted on our website, the Evanced calendar and the *Gazette* online. We will ask that it be in the *Paperless Airplane* and that the Office of Community Partnerships sends it out to all their very diverse and viral distribution lists.

Question: How did you decide what was Phase I and what was Phase II?

Answer: We knew there was a need for resume writing and interviewing skills; and we needed time to set up a computer lab. We first wanted to make sure we had a very good understanding as to where these programs needed to be placed. In working with the Jewish Social Services Agency and Montgomery Works, we had to move the programs around to where they would work and get the most interest.

Comment: The resume writing and interviewing skills are needed, but at the same time the computer skills are needed to do basic things such as online job applications.

Response: We are utilizing the branches that already have computer labs to assist with computer skills training. We just want to make sure that when we place them, because they will be moving around, that they are placed where there is the most need. Branch managers and heads of services stated when interviewed, that they all needed the resume writing and interviewing skills piece at their branches.

Background: **LEAP (Linking Employers and Applicants Program)** is a Library Board initiative in which job seekers participate in workshops to develop skills that will enable them to link to employers. It is not for job placement; but for training. The Library Board released the \$140k for this program. When the County Attorney made the decision that the Library Board could no longer sell materials, there was a pool of money that was left which was placed in an endowment fund. When FOL made the current Board aware of this endowment, the Board made a decision to release the money to fund this project.

Comment: There were a lot of comments, concerns and disappointment that Montgomery County Public Libraries was not participating in the **Summer Reading Program**.

Response: Montgomery County did have a summer reading program; we did not participate in the State summer reading program. The State requires sign up, distributing t-shirts, handing out prizes, etc. Because changes and reductions were being made to staffing, the decision was made not to participate in the State program. We did not have the capacity to do the distribution of t-shirts and prizes or manage the volunteers. The FOL would have paid for the summer reading materials from the State, but it was the time it would have taken to implement the State program that was an issue. It is very time consuming to sign up the participants and train the volunteers. We did have a very successful summer reading program that focused on connecting children to books and materials through our staff.

The summer reading program for 2011 is being evaluated. One determinant is if the State will allow MCPL to tweak their program. One piece that was missing from the 2010 Summer Reading Program was a log. Parents wanted a log to keep track of what their children were reading; this was corrected into the second week of the program. Also to be added back to the program is the certificate piece. What we want to capture is not how many children register, but how many actually follow through and do the reading.

DIRECTOR'S REPORT:

Question A did not pass. What does this mean for Libraries? County Executive Leggett sent a proposal to County Council outlining his recommendations for cuts if Question A did not pass. The proposals for Libraries were the elimination of the Gaithersburg interim site and the elimination of Sunday service. We do not know what is going to happen to those proposals; it is our understanding that the Council is looking at the November revenue numbers. An article in the Gazette stated that if the numbers are as good as projected, that there would be no cuts. However, the County is still looking at future budget deficits. By Question A not passing, left on the table for this fiscal year is \$14m and \$170m for the future. It is anticipated that the decisions about the proposals will be voted on by the new Council.

The current Council has one remaining session. The **inauguration** for the County Council members and County Executive Leggett will take place on December 6 at Rockville High School.

The County has signed a lease for the **interim site for Gaithersburg Library**. If the Council decides to accept Mr. Leggett's proposal to eliminate the interim site, they will have to find a way to get the County out of the lease. Meanwhile, construction is continuing on the site. Unless word is received from the County Executive, County Council or the County Attorney, it is anticipated that the interim site will open on December 19 at Lakeforest Mall.

The impact of eliminating service to those who use the libraries on Sunday is very high. MCPL would like to propose an alternative to eliminating Sunday service. The Department is in the process of talking to the Office of Management and Budget (OMB) and presenting ways that the \$63K that it would take to continue Sunday service through the end of FY11 could be found in Libraries' current budget. There are six branches open on Sunday, which is the busiest of any day of the week. Chair Brodsky has spoken to Councilmember Leventhal regarding the elimination of Sunday hours, and asked Mr. Leventhal to at least give the County Executive and Director Hamilton an opportunity to find the money within Libraries' budget.

The recommendations as they relate to the 10-15% **Savings Plan for the FY12 budget** are being finalized to submit to the County Executive. There is currently a staff workgroup drafting recommendations to submit to the Director. What will be presented to Mr. Leggett in mid-December will be critical to the future of this library system and there is a need to have the community involved in giving ideas and suggestions. Feedback from a system perspective would be appreciated: ideas, impact, leverage; reasonable scenarios, etc. Input from the Board as well as some LACs would be very valuable. Chair Brodsky proposed having a meeting in which 2-3 persons from both the Library Board and the LACs would meet with Director Hamilton to discuss budget recommendations. The first order of business for the meeting is to draft a set of guiding principles. There will be budget numbers made available for all to review. Art Brodsky, Paulette Dickerson and Robyn Watts volunteered to participate in the meeting. Chair Brodsky will send an email to the LAC chairpersons asking for volunteers.

The **grant proposals** submitted to the Friends of the Library were sent via email to the Board for review prior to the meeting. There were no questions from the Board members. The FOL Board will vote on the grant proposals on November 17.

MCPL has received the following **donations**:

- The Wolpoff Family Foundation has given a \$10k donation via FOLMC to be used

for workforce development.

- The Marvin and Sylvia Rubin Foundation made an unrestricted donation via FOLMC in the amount of \$5k.
- The Germantown FOL Chapter has voted to give \$9k towards the collection - \$5k for Germantown and \$1k each for Long Branch, Kensington Park, Wheaton and Poolesville. They have asked that the money they give to these four branches, that do not have FOL Chapters, be used for periodicals.
- Damascus FOL chapter would also like to help those branches that do not have FOL chapters.

There is a **technology survey** on Libraries' website. The Board members were encouraged to take the survey. The survey responses will help MCPL to make some decision regarding technology within the library system.

On Saturday the **Little Falls** branch will be celebrating their 50th anniversary at 11:00 a.m.

Speaking at the Rockville Memorial Library on November 16 at 7:00 pm., will be **Everett Alvarez, Jr.**, the second longest held POW in American history. He was imprisoned along with Senator John McCain. He spoke briefly at the renaming ceremony for the Rockville Library. Mr. Alvarez has written at least two books.

An **exemption** has been received from the Office of Management and Budget (OMB) in the amount of \$904k. From the amount that was released, \$647k will go to pay bills and the remaining will be used to purchase materials.

Wheaton and Davis may get new library buildings. As a result of the need to build recreation centers in the County and barriers to finding land, the Department of General Services broached the idea of doing **joint facilities** for the Davis Library and the North Bethesda Recreation Center. It would be built on the site of the existing Davis Library. The community has some concerns, but the County feels they can address these concerns. County Executive Leggett approves this concept. Councilmember Berliner was briefed on the concept, and he also approves of it. There is a need for a recreation center in Wheaton as well. The County's original plan was to build a recreation center at the corner of Randolph Road and Georgia Avenue which is really Glenmont. There were also plans to improve the Rafferty Center. Neither of these plans set well with the community. The Wheaton community is in favor of the current plan – to close Hermitage Road and build a new facility to include the Wheaton Library and a recreation center. Councilmember Valerie Ervin was briefed on this idea and she was very pleased about this possibility. These projects go to Council in January and a positive response is anticipated. The concept of libraries and recreation centers co-existing in the same facility is not a new idea. There is one in Washington, D.C. called the Deanwood Recreation Center and Library.

MCPL is again a **3-star library** system (this is based on 2008 data). Last year the Library Journal gave MCPL 3 stars based on statistics that relate to visits, circulation, number of visits, number of computers, etc. Out of all the libraries in Maryland, only three received stars – Montgomery, Harford and Carroll counties. The Library Journal uses data from the Institute of Museum and Library Service (IMLS) to determine their ratings. Next year, MCPL will be moving out of the \$30m and above category to \$30m and below, competing against Harford and Carroll counties who had scores of 900 plus based on the 2008 data (MCPL's score was 723).

Olney Library is closing December 30 in preparation for their renovation. The construction is not slated to begin until March, but the branch is closing in December for budget reasons.

The Board members were asked to review the **CountyStat presentation** that was sent to them via email in order to go over it during the January meeting.

There was discussion regarding circulation and the purchase and use of eBooks. Director Hamilton would like to have a conversation with Montgomery County Public Schools and the School Board regarding **planning for the future** to serve the County's children.

Director Hamilton thanked the Board members who took the time to review and make recommendations on the **Customer Service Handbook**.

NEW BUSINESS

Education Efforts

Julie Gilbreath, Quince Orchard LAC, presented the LAC's Strategy Development for the year and working plan for implementing the goals. Quince Orchard LAC hopes that this can be developed into a work plan for all LACs.

- I. Adopt the goal of obtaining signatures or statements of support from library supporters equal to one day's people count (about 3,000) or some other meaningful number.
 - A) Motivation: We are just a few people. We need to show the budget decision makers that we represent many more people. In addition, when we ask people for their signature, we educate our patrons on the importance of their support and hopefully generate new members and/or budget attendees.
 - B) Timing: November through January?
 - C) Each member identifies their target groups – report back November, for example:
 - Community Days
 - Women's Groups
 - Language Clubs
 - School classrooms
 - Tables at the Library
 - Coworkers
 - D) Each member identifies the media they want to use. For example:
 - Library Lovers Cards
 - Printed emails
 - Signatures on Poster Boards
 - Pictures from children
 - E) A group subdivides and develops
 - Posters
 - Talking Points
 - Printed Materials
 - Petition FOL if funds are needed
- II Adopt the goal of having XX Number of People attend budget hearings.
 - A) Motivation: Parker Hamilton, Director of Montgomery County Libraries has asked for our support. She believes it is critical to show a strong presence at the budget meetings.
 - B) Timing: January – May?

- C) What should our numerical goal be?
 - LAC Members
 - Patrons
 - Children/Teens
 - D) A group subdivides and determines
 - When are budget meetings?
 - How many different kinds of budget meetings are there?
 - What are the talking points?
 - Who is going to do the talking?
 - How should we be distinguished at the meeting?
 - How to let LAC members know so they can carpool?
- III Adopt the goal of obtaining and attending meetings with Board members.
- A) Motivation: We need to know the members on a more personal level. We need them to give us some advice. We need to let them know we are beginning to activate our patrons.
 - B) Timing: October - May
 - C) Members identify key council members and volunteer to schedule quick fifteen minute meetings with them.
 - D) Determine who is going to attend the meetings.
 - E) Use the talking points already prepared.
 - F) Display the signatures, cards, etc.
 - G) Ask for advice on what is the most effective way to advocate.

After the presentation by Ms. Gilbreath, a discussion was held regarding revising talking points to include use of updated statistics, using visual aids, ensuring that the Operating and Capital Improvement budgets are identified separately, mobilizing the LAC members (what can be done in mass), ensure that the LACs' message is a system-wide message, etc. Also discussed was the Quince Orchard LAC's meeting with Councilmember Andrews who understands that the Libraries' budget was cut disproportionately. Councilmember Andrews recommended some ways the LAC could get the "no more budget cuts for Libraries" message heard. He also recommended that the LAC have some ideas as to where the money will come from to restore Library funds. Chair Brodsky will send information to all LAC chairs and keep them updated as to the dates and times of budget sessions. Once everyone has the message and is on point, it will be determined if a coordinated effort or individual approach will be taken.

MCLB/FOLMC Joint Meeting will be held on December 8, 2010. It was tentatively agreed on to invite the County Council members to the meeting. The program plan is to have networking and reception from 6:30 to 7:00 p.m.; the next hour will include the Director's report and the County Council's response; followed by group discussions.

OLD BUSINESS:

Bette Ann Hubbard is compiling the statistics from **Snapshot Day**. There were 20,707 visitors (door count); this is minus a few branches that do not have a door counter or that did not report a door count. There were 4,312 questions answered; circulation was 31,331 items; and 5,836 database retrievals. The projects will be done in tiers, because some things need to be done immediately while others can wait. There was a discussion of doing a brochure that could be

handed out by the LACs, but this will not be done because the information is constantly changing. A website will be developed. Bookmarks will be designed that customers can print from the website. Customer comments and pictures from Snapshot day will be posted on the website.

The 2010 Annual Meeting: **Maryland Library Trustees and Citizens for Maryland Libraries** held on Saturday, November 6 was attended by Art Brodsky, Parker Hamilton, Jill Lewis, Otto Lewis, and Lois Neuman. Presentations included one on State aid continuing to drop and one urging libraries to do more things to up their value quotient. Susan Schmidt, Little Falls FOL, will be on the Maryland Library Trustees and Citizens for Maryland Libraries Board.

LAC INFORMATION/LAC UPDATES:

LAC Applications

The applications submitted for LAC membership were approved unanimously.

Liaison Assignments

Syed Amir	Gaithersburg, Quince Orchard
Art Brodsky	Wheaton, Twinbrook
Richard Bryant	Little Falls, Aspen Hill
David Chiles	White Oak
Paulette Dickerson	Noyes, Kensington Park, Silver Spring
Jill Lewis	Davis, Disability Resource Center
Otto Lewis	Bethesda, Chevy Chase, FOL
Lois Neuman	Germantown, Poolesville
Frank Riccardi	Damascus, Rockville
Raeesa Sheriff-Merchant	Children's Resource Collection, Potomac
Robyn Watts	Correctional Facility, Long Branch, Marilyn Praisner

PUBLIC COMMENT:

None

ADJOURNMENT:

The meeting was adjourned at 9:16 p.m.

B. Parker Hamilton